



Development of Cilok Wakwaw Culinary Business to Improve Entrepreneurial Spirit Early On in the Process of Adapting to Challenges and Technological Advances in the Industrial Age 4.0 Among Students

Received : May 27, 2024

Revised : August 20, 2024

Accepted: September 25, 2024

Publish : September 26, 2024

Inada Karmita Putri*, Amanda Amelia Imel, Chindio Putri Utami

Abstract:

Business is an activity carried out by individuals or organizations to make a profit which includes the activities of production, buying, and selling of goods or services. The world's technical advancements have now ushered in the fourth industrial revolution. It has the effect of making nearly all human activity—including commercial activity—online or virtually possible. Business conducted online can be called e-business. One of the e-businesses is e-commerce, namely electronic trading that utilizes the Internet network. Cilok is a food product that is generally made from tapioca flour with a round shape like meatballs. with a chewy texture and is much in demand by the public, especially students. In compiling this scientific article the authors used a qualitative observation method. This study used a subjective methodology to collect information or data. This study's method of gathering data involved distributing a needs questionnaire to both the general public and students. This research aimed to meet the needs and desires of consumers satisfactorily and find out how the level of interest in the Cilok Wakwaw Seblak sauce.

Keywords: Business, Cilok, Seblak Sauce, Students, Technology in the Industrial Era 4.0

1. INTRODUCTION

As a result of the fast advancement of technology, business and sales strategies—which serve as the cornerstone of all businesses—are increasingly requiring employees to become proficient in and adept at using it (Cooper, 2024). There is no denying that technology now plays a major part in the growth of the business (Afriyeni et al., 2023). For reasons of efficiency and effectiveness, in addition to beginning to boost sales, transactions, and corporate performance (Wahid et al., 2024). Any form of business requires sales in order to survive (Gupta et al., 2024). On its website, Glasgow, Scotland-based management consultant Scottish Enterprise offers a number of suggestions for boosting sales with E-Business solutions (Lyulyov et al., 2024).

E-business (Electronic Business, or "E-business") can be translated as business activities carried out

automatically and semi-automatically using computer information systems (Qin et al., 2024). Another definition says e-business is managing business on the internet related to buying, selling, customer service, and collaboration between business partners (Popović, 2024). The term e-business was first used by one of them by IBM in 1997 (Williams et al., 2024).

Cilok is a food product that is generally made from the basic ingredients of tapioca flour with a round shape like meatballs with a chewy texture and is in great demand by the public, especially students (Darmawan et al., 2024).

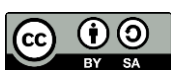
A common term for the fourth industrial revolution is "cyber physical system" (Piardi et al., 2024). The automation and cooperation with cyber technology are the main themes of this revolution. Information and communication technology's integration into the industrial sector is this revolution's primary feature. The advent of the industrial revolution brought about transformations in several fields. Technical equipment may now replace all labor-intensive tasks that once needed a large number of humans (Akbar et al., 2024).

2. MATERIAL AND METHOD

In compiling this scientific article the authors used a qualitative observation method. This study used a subjective methodology to collect information or data. This study's method of gathering data involved

Publisher Note:

CV Media Inti Teknologi stays neutral with regard to jurisdictional claims in published maps and institutional affiliations.



Copyright

©2024 by the author(s).

Licensee CV Media Inti Teknologi, Bengkulu, Indonesia. This article is an open access article distributed under the terms and conditions of the Creative Commons Attribution-ShareAlike (CC BY-SA) license (<https://creativecommons.org/licenses/by-sa/4.0/>).

distributing a needs questionnaire to both the general public and students. Questionnaires are methods of gathering data that involve asking a responder to answer a series of questions or a written statement.

The first step in doing this study is choosing the culinary venture that will be created. Next comes the preparation of Cilok Wakwaw and a public and PGPAUD student assessment. Next, the researchers produced tools in the shape of surveys on student needs and observation sheets.

Table 1. Assessment Score Scale

Alternative Answers	Weight Score
Very Good	5
Delicious	4
Pretty Good	3
Not Good	2
Very Bad	1

The next step is to analyze the percentage. Student assessment of the taste of “Cilok Wakwaw”.

Table 2. Value Criteria Interpretation Percentage

Alternative Answers	Weight Score
0% - 20%	Very Good
21% - 40%	Delicious
41% - 60%	Pretty Good
61% - 80%	Not Good
81% - 100%	Very Bad

Table 3. Aspects Observed by Student Needs

Aspects Observed	Score Percentage	Category
Student Responses	80%	Good
Average	80%	Good



Figure 1. Marketing Logos

3. RESULT AND DISCUSSION

Cilok is a food snack that is developing and always brings up unique things in taste or packaging, culinary cilok in ancient times which is still phenomenal today is cilok, yes this West Javanese food, according to researchers, is still popular among the people, especially for those Javanese people West (Pujilestari et al., 2023). Cilok which comes from the word aci is

striking only made from starch, garlic, feet, kencur then eggs and other mixtures. And also the texture of the cilok itself is chewy when consumed because it is made from starch with the addition of pilus.

The nutrient content of tapioca flour is 362 cal, 0.5 g protein, 0.3 g fat, 86.9 g carbohydrates, and 12 g water per 100 grams. The use of ingredients in the form of tapioca flour causes the nutritional content to

be possessed, such as high carbohydrate levels, while the protein is low, so it is necessary to develop cilok products. The development of cilok products with the

addition of anchovies and seaweed is carried out to improve the quality of snacks and meet nutritional needs (Lismaya et al., 2024).



Figure 2. Cilok Wakwaw

Cilok Wakwaw is a food that we produce for students and the general public. Where does the Cilok Wakwaw business idea arise from many young people who like spicy food? We will sell this using seblak sauce with claw topping, while Cilok generally uses ordinary sauce. The selling price of Cilok Wakwaw is also very friendly to student pockets and the general public themselves. In the Cilok Wakwaw business, we also provide free pilus to attract the attention of buyers. in every purchase. As well as

purchasing delivery, we will adjust the postage according to the distance of each consumer.

Our business target market is produced for the general public, who use social media every day and like modern snacks. In addition, the marketing we use is to create social media that is conceptualized with a nice and attractive appearance and promotes sales through online pamphlets.



Figure 3. Marketing Pamphlet

Cilok Wakwaw Business Sales Capital:

Initial capital for:

25 Portions = -+ IDR 100,000

Selling price IDR 8,000

Estimated Profit 25 Portions x IDR 8,000

= IDR 200,000

With a marketing target of 25 portions sold in 1 day

Turnover IDR 200,000

Profit IDR 100,000

In order to increase efficiency, Marketing 4.0 integrates online, offline, style, and substance interactions. It also develops artificial intelligence and machine-to-machine communication. With a

particular attention to consumers and goods, Marketing 3.0 centers on the Human-Centric Era, or humanity. The consumer is the center of marketing 2.0 (consumer-Centric Era) (Patel et al., 2024).

The internet network, which until now almost seems to be a staple of modern society, has positive and negative impacts (Rahman et al., 2024). With the opening of access to communication via the internet which unites all distances and times in just one container, there will be lots of good opportunities that can be obtained. The development of industrial technology is no exception, which is expected to be able to create opportunities from the arrangement of facilities and instruments in various elements

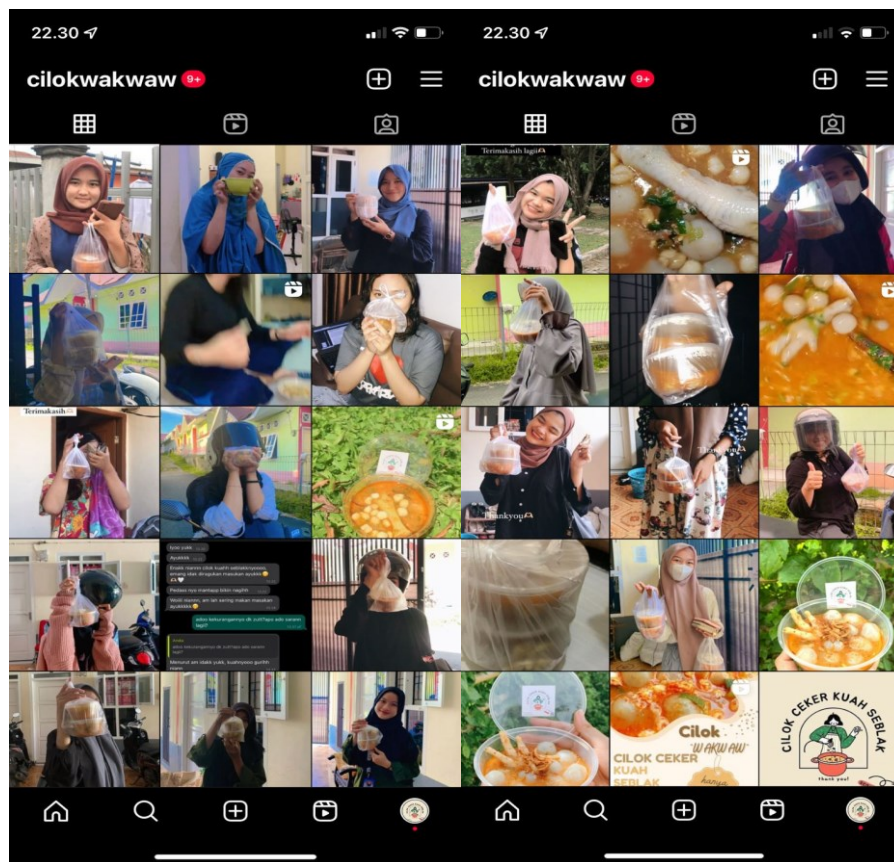


Figure 4. Cilok Wakwaw Consumer

This Cilok Wakwaw product's target market is young people and the general public who live in or live in Bengkulu City but like the typical food of Bandung Cilok City. According to the informant, the evaluation of this Wakwaw Cilok product is that:

1. The quality of the cilok products is still lacking feels chewy, maybe when serving it is still warm and not hot,
2. The delicious taste is by the preferences of today's children, namely seblak sauce
3. The standard cilok seasoning, namely Cilok Wakwaw, offers that each purchase can be chosen with a different level of spiciness

4. The shape of the Cilok Wakwaw is still the same as the other forms of cilok on the market, which are round
5. The size of Cilok Wakwaw is bigger than other cilok, this results in the process of eating cilok being done up to 2 or 3 times and added with claw topping and free pilus in every purchase
6. Packaging using a bowl-shaped thick plastic cup with a size of 300 mm according to the cilok that we will serve.

4. CONCLUSION

Cilok is a food product that is generally made from the basic ingredients of tapioca flour with a round

shape like meatballs with a chewy texture and is in great demand by the public, especially students. Cilok Wakwaw is a food that we produce for students and the general public. Where does the Cilok Wakwaw business idea arise from many young people who like spicy food? We will sell this using seblak sauce with claw topping, while Cilok generally uses ordinary sauce. The selling price of Cilok Wakwaw is also very friendly to student pockets and the general public themselves. In the Cilok Wakwaw business, we also provide free pilus to attract the attention of buyers. in every purchase. Also, when buying delivery, we will adjust the postage according to the distance of each consumer.

AUTHOR INFORMATION

Corresponding Authors

Amanda Amelia Imel, Universitas Bengkulu, Indonesia

 <https://orcid.org/0009-0007-8217-7676>

Email: amandaimelia30@gmail.com

Chindio Putri Utami, Universitas Bengkulu, Indonesia

 <https://orcid.org/0009-0002-7301-6559>

Email: chindioputri@gmail.com

Authors

Inada Karmita Putri, Universitas Bengkulu, Indonesia

 <https://orcid.org/0009-0004-0402-666X>

Email: inadakarmitaputri@gmail.com

REFERENCE

- Afriyeni, A., Waldelmi, I., & Pahlawan, R. (2023). Pengaruh Current Ratio, Total Asset Turnover, Net Profit Margin Terhadap Pertumbuhan Laba Pada PT HM Sampoerna Tbk BEI. *Jurnal Bisnis Kompetitif*, 2(3), 135–144. <https://doi.org/10.35446/bisniskompetitif.v2i3.1598>
- Akbar, M., Hidayati, L., & Alfian, M. (2024). Analisis Kandungan Boraks Pada Makanan Cilok Menggunakan Spektrofotometri UV-VIS sebagai Verifikasi Produk Halal di Daerah Istimewa Yogyakarta. *Jurnal Penelitian Dan Pengabdian Kepada Masyarakat UNSIQ*, 11(01), 25–31. <https://doi.org/10.32699/ppkm.v11i01.6313>
- Cooper, R. G. (2024). The AI transformation of product innovation. *Industrial Marketing Management*, 119, 62–74. <https://doi.org/10.1016/j.indmarman.2024.03.008>
- Darmawan, E., Saputro, A. E., & Firsta, N. C. (2024). Kandungan Gizi dan Daya Terima Cilok dengan Penambahan Daun Kelor (Moringa oleifera). *AGROTECH: Jurnal Ilmiah Teknologi Pertanian*, 6(1), 23–29. <https://doi.org/10.37631/agrotech.v6i1.1558>
- Gupta, N., Sardana, D., & Lee, R. (2024). Dynamic capabilities that matter for business failure versus survival. *Industrial Marketing Management*, 116, 40–50. <https://doi.org/10.1016/j.indmarman.2023.11.004>
- Lismaya, L., Marwoto, P., & Nugroho, S. E. (2024). Utilization of Organic Waste as A Natural Detector of Formaldehyde on-Campus Snacks. *Jurnal Penelitian Pendidikan IPA*, 10(6), 3519–3526. <https://doi.org/10.29303/jppipa.v10i6.4255>
- Lyulyov, O., Pimonenko, T., Saura, J. R., & Barbosa, B. (2024). How do e-governance and e-business drive sustainable development goals? *Technological Forecasting and Social Change*, 199, 123082. <https://doi.org/10.1016/j.techfore.2023.123082>
- Patel, D., Sahu, C. K., & Rai, R. (2024). Security in modern manufacturing systems: integrating blockchain in artificial intelligence-assisted manufacturing. *International Journal of Production Research*, 62(3), 1041–1071. <https://doi.org/10.1080/00207543.2023.2262050>
- Piardi, L., Leitão, P., Queiroz, J., & Pontes, J. (2024). Role of digital technologies to enhance the human integration in industrial cyber–physical systems. *Annual Reviews in Control*, 57, 100934. <https://doi.org/10.1016/j.arcontrol.2024.100934>
- Popović, M. (2024). Marketing and modern business conditions. *Serbian Journal of Engineering Management*, 9(1), 40–53. <https://doi.org/10.5937/SJEM2401040P>
- Pujilestari, S., Liana, C., & Setyawati, E. (2023). Peningkatan Pengetahuan Kelompok Anak Jalanan Stasiun Kereta Bekasi tentang Penjualan Cilok melalui Digital Marketing pada Era Covid-19. *Abdi Masyarakat*, 5(1), 2081. <https://doi.org/10.58258/abdi.v5i1.5129>
- Qin, P., Hu, Q., & Cui, M. (2024). Towards machine-readable semantic-based E-business contract representations using Network of Timed Automata (NTA). *Future Generation Computer Systems*, 158, 457–471. <https://doi.org/10.1016/j.future.2024.04.040>
- Rahman, Md. S., Haque, Md. E., Afrad, Md. S. I., Hasan, S. S., Rahman, Md. A., & Noman, Md. R. A. F. (2024). Usage of the mobile phone on agricultural farm enterprise development by women in rural Bangladesh. *Cogent Social Sciences*, 10(1).

<https://doi.org/10.1080/23311886.2024.2383393>

3

Wahid, S. A. Al, Mohammad, N., Islam, R., Faisal, Md. H., & Rana, Md. S. (2024). Evaluation of Information Technology Implementation for Business Goal Improvement under Process Functionality in Economic Development. *Journal of Data Analysis and Information Processing*, 12(02), 304–317.
<https://doi.org/10.4236/jdaip.2024.122017>

Williams, T., Kallas, E., Garcia, E., Fitzroy, A., & Sithole, P. (2024). International Business Expansion Strategies: A Data-Driven Approach with IBM SPSS. *APTISI Transactions on Management (ATM)*, 8(2).
<https://doi.org/10.33050/atm.v8i2.2275>